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AUG 20 2007

## PATENTS

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:	Nick Steele et al.	)	
		)	Art Unit: 2168
Application No.:	09/933,567	)	
		)	Examiner: Greta Lee Robinson
Filing Date:	August 20, 2001	)	
		)	Confirmation No.: 7300
Title:	Branding And Revenue Sharing	)	
	For Facilitating Storage,	)	Atty. Docket: 13906.105002
	Management And Distribution	)	
	Of Consumer Information	)	

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AMENDMENT AND RESPONSE TO NON-FINAL OFFICE ACTION

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Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

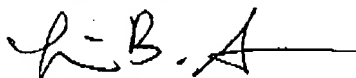
Sir:

In response to the Office Action mailed February 20, 2007 (the "Office Action"), Applicants submit the following amendments and remarks for the Examiner's consideration.

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Certificate of Transmission under 37 CFR 1.8

I hereby certify that this correspondence is being facsimile transmitted to the central facsimile number 571-273-8300 at the United States Patent and Trademark Office on August 20, 2007.



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